## What is claimed:

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comprising alumina.

	1.	A coating composition comprising
		(a) non-ionic latex polymer;
5		(b) porous inorganic oxide having a pore volume in the
		range of 0.6 to 3.0 cc/g wherein the inorganic oxide
		further possesses a cationic charge; and
		(c) water soluble polymer
		wherein the coating composition has a solids content of at least
10		20% by weight and has a Brookfield viscosity of 5000
		centipose or less.
	2.	A composition of claim 1 wherein (a) is polyvinyl acetate.
15	3.	A composition of claim 2 wherein (a) is polyvinyl acetate
	homopolyme	r.
	4.	A composition of claim 2 wherein the polyvinyl acetate has a
	core and shel	, further wherein the shell comprises polyvinyl alcohol.
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	5.	A composition of claim 1 wherein the porous inorganic oxide is
	silica.	
	6.	A composition of claim 5 wherein the silica has a pore volume
25	in the range of	f 0.9 to 2.5 cc/g.
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A composition of claim 5 wherein the silica has a coating

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- 8. A composition of claim 1 wherein the water soluble polymer is a member of the group consisting of polyvinyl alcohol, hydroxyethyl cellulose, methyl cellulose, dextrin, pluran, gelatin, starch, gum arabic, dextran, polyethylene glycol, polyvinyl pyrrolidone, polyacrylamide, polypropylene glycol and mixtures thereof.
- 9. A composition of claim 4 wherein the water soluble polymer is polyvinyl alcohol.
- 10. A composition of claim 1 further comprising (d) a water soluble cationic polymer.
  - 11. A composition of claim 10 wherein (d) comprises quaternary ammonium.
  - 12. A composition of claim 11 wherein (d) is a polydiallyl dimethyl ammonium chloride.
  - 13. A composition of claim 1 wherein the solids content of the composition is in the range of about 25 to about 40% by weight.
  - 14. A recording medium comprising a substrate and coating thereon wherein the coating comprises
    - (a) non-ionic latex polymer;
    - (b) porous inorganic oxide having a pore volume in the range of 0.6 to 3.0 cc/g and possessing a cationic charge; and
    - (c) water soluble polymer.

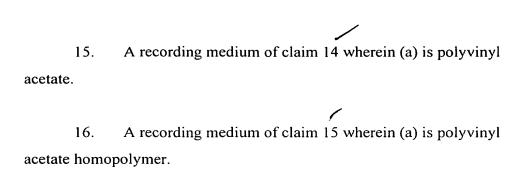
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- 17. A recording medium of claim 14 wherein the porous inorganic oxide is silica.
- 18. A recording medium of claim 14 wherein the silica has a pore volume in the range of 0.9 to 2.5 cc/g.
  - 19. A recording medium of claim 17 wherein the silica has a coating of alumina.
  - 20. A recording medium of claim 14 wherein the water soluble polymer is a member of the group consisting of polyvinyl alcohol, hydroxyethyl cellulose, methyl cellulose, dextrin, pluran, gelatin, starch, gum arabic, dextran, polyethylene glycol, polyvinyl pyrrolidone, polyacrylamide, polypropylene glycol and mixtures thereof.
  - 21. A recording medium of claim 14 further comprising (d) a water soluble cationic polymer.
  - 22. A recording medium of claim 14 wherein the coating is present on the substrate in the range of 5 to  $10 \text{ g/m}^2$ .

23. A high solids coating composition comprising polyvinyl alcohol; (b) nonionic latex; and (c) surface-modified inorganic oxide wherein the coating has a total volume fraction in the range of 0.25 to 24. A coating according to claim 23 wherein the solids content is greater than 23% by weight. 10 A coating composition according to claim 23 further 25. comprising dye mordant. 26. A coating composition according to claim 25 wherein the dye 15 mordant is cationic polymer. 27. A coating composition according to claim 23 wherein the weight ratio of (b) to (a) is in the range of 0.2 to 5.0. 20 A coating composition according to claim 23 wherein the 28. coating composition has a Brookfield viscosity of less than 2000 centipose. 29. A coating composition according to claim 23 wherein (b) comprises polyvinylacetate. 25 30. A coating composition according to claim 23 wherein the

inorganic oxide is silica which has been modified by alumina.